

Focus Group: May 25 at 8 PM (Male)
Houston, Texas

PHEV Label Design Worksheet Women		
Option	Most Understandable	Least Understandable
A	6	0
B	2	4
C	0	4
Which vehicle is more fuel efficient?		
	Option 1	Option 2
A	0	8
B	8	0
C	1	7
GAS Label Design Worksheet		
Option	Most Understandable	Least Understandable
A	2	2
B	6	2
C	0	4
Which vehicle is more fuel efficient?		
	Option 1	Option 2
A	0	8
B	8	0
C	0	8
EV Label Design Worksheet		
Option	Most Understandable	Least Understandable
A	4	2
B	2	3
C	2	3
Which vehicle is more fuel efficient?		
	Option 1	Option 2
A	8	0
B	0	8
C	0	8

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PHEV Label Design Worksheet Men		
Option	Most Understandable	Least Understandable
A	5	1
B	2	1
C	1	6
Which vehicle is more fuel efficient?		
	Option 1	Option 2
A	0	8
B	8	0
C	0	8
GAS Label Design Worksheet		
Option	Most Understandable	Least Understandable
A	1	2
B	4	2
C	3	4
Which vehicle is more fuel efficient?		
	Option 1	Option 2
A	0	8
B	8	0
C	0	8
EV Label Design Worksheet		
Option	Most Understandable	Least Understandable
A	3	2
B	2	2
C	3	4
Which vehicle is more fuel efficient?		
	Option 1	Option 2
A	8	0
B	0	8
C	0	8

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Compare Vehicle Technologies Worksheet #5			
	Gas	EV	PHEV
30 miles?	0	6	2
50 miles?	0	2	6
100 miles?	4	1	3
Enviro friendly	0	7	1
Environmental Metric Worksheet #6			
Label	First Choice	Second Choice	
A	2	1	
B	1	4	
C	3	1	
D	1	1	
E	1	1	
F			

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Compare Vehicle Technologies Worksheet #5			
	Gas	EV	PHEV
30 miles?	0	8	0
50 miles?	0	7	1
100 miles?	3	0	4
Enviro friendly	1	5	1
Environmental Metric Worksheet #6			
Label	First Choice	Second Choice	
A	6	0	
B	1	3	
C	1	0	
D	0	1	
E	0	4	
F	0		